

Subject

Management tools I

Year: 2

Credits: 6 ECTS

Language: Spanish

Competencies

Core competences:

CB1. Students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education and is usually at a level that, while relying on advanced textbooks, also includes certain elements involving cutting-edge knowledge in their field of study

CB2. Students are able to apply their knowledge to their work or vocation in a professional manner and possess the skills that are typically demonstrated through the development and defence of arguments and problem solving within their field of study

CB4. Students are able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5. Students have developed those learning skills that are necessary to undertake further studies with a high degree of autonomy.

General competences:

CG4. Flexible and broad-minded Outlook

Specific competences:

CE5. Have and demonstrate a very deep insight into the areas of organisational management, thereby understanding the implications of data management in the various organisational domains.

Learning outcomes

RA4. Ability to think and devise solutions and responses beyond the common and that stipulated by convention. Ability to respond to unexpected current and possible future circumstances by thinking outside the box, allowing them to understand the situation in which they find themselves.

RA12. Have and demonstrate a very deep insight into the areas of organisational management, thereby understanding the implications of data management in the various organisational domains

RA17. Know and use visualisation tools for decision making

Syllabus

Introduction to management tools

- Definition of information systems
- Classification of Information Systems

Marketing Information Systems (MIS)

- What is a MIS?
- Component elements of a Marketing Information System
- Customer Relationship Management (CRM)
- Data Management Platform (DMP)
- Content Management System (CMS)

Enterprise Resource Planning (ERP)m systems

- Enterprise Resource Planning system concept
- Historical development of the ERP system.
- ERP system architecture
- Functional modules
- ERP system suppliers

Geospatial information systems (GIS)

- Characteristics and functioning of geospatial information systems
- Information systems for geospatial data

Training activities

The training activities planned for this module are the following:

- Challenge-based learning (2 ECTS)
- Teamwork (1 ECTS)
- Workshops (1 ECTS)

- Online resources (1 ECTS)
- Reflection (0.5 ECTS)
- Individual work (0.5 ECTS)

Assessment system

Assessment will be by means of the continuous assessment system, providing constant feedback to both teachers and students on the learning process throughout the academic period:

- Learning activities involving the presentation of knowledge and individual study may be assessed by means of oral and/or written tests, which will account for a maximum of 60% of the final mark.
- The training activities aimed at acquiring the practical skills of the subjects will be assessed through the completion of various activities (assignments, case studies, challenges, etc.) accounting for at least 40% of the final mark.

Details of the assessment and marking will be made explicit in the annual academic planning of the subjects, in accordance with the teachers responsible and the determining factors of each course.

Bibliography

- Espí, D. (2020). CRM: Cómo sacar más de tu negocio con tres letras.
- Bradford, M. (2020). Modern ERP: Select, Implement, and Use Today's Advanced Business Systems.
- De Pablos, C. et al. (2019). Organización y transformación de los sistemas de información en la empresa.
- Olaya, V. (2016). Sistemas de Información Geográfica.